

SES's L.S.RAHEJA COLLEGE OF ARTS AND COMMERCE

(AUTONOMOUS)



Syllabus of Dynamics of Start-up under NEP 2020 for Bachelors of Arts (BA) VSC (2 credits) Sem II

Department of Economics

Head of the Department: Ms. Samiksha Jadhav

Date of approval by the BoS in Economics: 23/04/2024

Approved by the Academic Council on: 29/04/2024

Ratified by the Governing Body on: 06/05/2024



Programme: Bachelors of Arts			Semester : II		
Course : Dynamics of Start-up (VSC 2 credits) Academic Year: 2024-2025 Batch: 2024-2027			Code: UGBAIIECOVS24		
Teaching Scheme			Evaluation Scheme		
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	02	20 marks/40% of the total marks	30 marks/60% of the total marks

Particulars	%
Class tests / Assignment / Project / Quiz etc. (three components- to be conducted at different instants of time)	40
Class test, Quiz/presentation/Viva-Voce (OR)	10+05+05=20 Marks
Assignment/Project, Quiz and presentation/Viva-Voce	10+05+05=20 Marks

Learning Objectives :	<ol style="list-style-type: none"> 1) To help learner develop a comprehensive business plan and analyse business environment for the same. 2) To help learner understand various sources of financing start-ups.
Learning Outcomes :	<ol style="list-style-type: none"> 1) At the end of this course, the learner will understand feasibility study, formalities and procedures and various sources of financing start-ups. 2) At the end of this course, the learner will develop a comprehensive business plan.
Pedagogy:	ICT Based Pedagogy/ Lecture/ Videos followed by discussion/Group work/Case studies/individual and group Assignments etc.

Detailed Syllabus: (per session plan)
Plan

to be submitted along with Teaching

Session Outline For : Dynamics of Start up (VSC)

Each lecture session would be of one hour duration (30 sessions).

Module	Module Content	Module Wise Pedagogy Used (only pointers)	Module Wise Duration/ Lectures
I	Start-up Environment and Business Plan: Processes of Business Environment Analysis (Internal and External Factors) - Feasibility study of Business plan,	ICT Based Pedagogy/ Lecture/	15

	Formalities and procedures in registration of a business - Regulatory norms and legal Aspects, Problems in setting up of a business	Videos followed by discussion/Group work/Case studies/individual and group Assignments etc.	
II	Financing of New Ventures: Sources of Finance: Government Programmes: Introduction to various incentives, subsidies and grants Debt Financing: Commercial banks, SBA guaranteed loans, other sources of Debt Financing Equity: Business Angels (Angel Investments), Venture capital and Initial Public Offerings	ICT Based Pedagogy/ Lecture/ Videos followed by discussion/Group work/Case studies/individual and group Assignments etc.	15

REFERENCE BOOKS

1. Scarborough, N. M., Cornwall, J. R., & Zimmerer, T. (2016). Essentials of entrepreneurship and small business management. Boston. Pearson Publications.
2. Bruce Barringer, R. Duane Ireland, Entrepreneurship: Successfully Launching New Ventures, Edition 6, Pearson, 2021
3. David H. Holt, Entrepreneurship: New Venture Creation, Pearson Publication
4. Rajeev Roy, Entrepreneurship, Oxford Higher Education

Additional Readings:

1. Hishrich, R.D. and Peters, M. Entrepreneurship. Irwin Publications.
2. Kuratko, D.F., and Rao, T.V., Entrepreneurship: A South-Asian Perspective. Cengage Publications.
3. Shankar, R., Entrepreneurship: Theory and Practice. Tata McGraw Hill.
4. Kathleen, R Allen. Launching New Ventures: An Entrepreneurial Approach. Cengage Learning.
5. Fisher, Steve and Duane, Ja-Nae. The Startup Equation - A Visual Guidebook for Building Your Startup. Mc Graw Hill Education India Pvt. Ltd.

QUESTION PAPER PATTERN (2 credits course)

EXTERNAL EXAM PAPER PATTERN (30 MARKS) to be implemented under NEP 2020 from Academic Year 2024 -25

Q.1. Any 2 questions out of 3 on Module 1 (15 marks)

Q.2. Any 2 questions out of 3 on Module 2 (15 marks)

**Rubrics for Evaluation of Internal Continuous Assessment (20 marks)
to be implemented under NEP 2020 from Academic Year 2024 -25**

Sr No.	Examination Method	Marks	Marking Scheme	Criteria
1	Class Test	10	As per the student's score	MCQ, Short Answers, Diagrams
2	Assignment/ Project	05	Subject knowledge – 05 marks, Content – 03 marks, Presentation-02 marks	Topic will be given by faculty
3	Presentation	05	Subject knowledge- 03 marks, Presentation skills - 02 marks	Poster Presentation, PPT